

SIGNS ALLOWED WITHOUT A PERMIT

- ◆ Changeable copy signs, including institutional bulletin boards, and fuel prices. Sandwich boards or A frame boards are allowed in B-1.
- ◆ Temporary yard sale signs on private property and not placed in a public right-of-way, street signs, or poles.
- ◆ Seasonal or temporary displays of patriotic, religious, civic character on private property not used to advertise a product or service.

BANNER REGULATIONS

- ◆ Temporary freestanding signs and banners are not allowed in the public right-of-way.
- ◆ Businesses, except those in B-1 District, can have one (1) banner no larger than 48 square feet. It must be flush against the building and not posted on the property (see Article VII; Sec. 3). For B-w District, no banners except for grand openings which must be 48 sq. ft.

PROHIBITED SIGNS

- ◆ Signs consisting of pennants, ribbons, streamers, spinners, strings, light bulbs, strobes, or other devices
- ◆ Signs projecting above roof line
- ◆ Signs that contain statements, words, or pictures of an obscene, or indecent character
- ◆ Signs affixed to trees, other natural vegetation or rocks
- ◆ Signs which imitate official traffic markers
- ◆ Billboards
- ◆ Portable temporary signs. See ordinance
- ◆ Signs that impede sight distance or view of an intersection
- ◆ Signs that cast or reflect a glare

CALCULATING SIGNAGE AREA

Sign area is determined by multiplying the sign's height and width. For abstract signage, draw a line box around the tallest and widest points similar to below.

APPLICATION CHECKLIST

- Obtain a sign/awning permit application, either by visiting the Navigator or downloading the application from the City of Hartsville website, hartsvillesc.gov
- Complete the application online or in person.
- Submit the application along with all supporting data -(pictures of the building, photos of the sign/s, dimensions, placement, etc.)
- Remit payment of \$20

***Note:** If the sign is for a business downtown, the application should be submitted to Business Navigator staff by the second Wednesday of each month at 5:00pm for inclusion on the Architectural Review Board Meeting agenda which is held on the third Wednesday of each month at 5:15pm in Council Chambers at City Hall. Applicant should be present to present concept to the board and answer any questions.

All other signs are approved at a staff level.

WHAT YOU NEED TO KNOW ABOUT

SIGN & BANNER REGULATIONS

IN THE CITY OF HARTSVILLE



The City's Sign Ordinance protects property values and creates a more attractive economic and business climate in Hartsville.

In this brochure you will find:

- ◆ Signs allowed without a permit
- ◆ Regulations on banners
- ◆ Types of signs and individual regulations
- ◆ Prohibited signs
- ◆ Checklist for obtaining a sign permit
- ◆ Resources

FAQ

How do I know if I need a sign permit?

All business signage requires a sign permit. Contact the Business Navigator to verify. Signs that display days and hours of operation only are exempt.

When do I remove signage?

If the business is closed, all signage must be removed within 90 days of the business closure.

What is the penalty for violating the Sign Ordinance?

A sign violation is a misdemeanor offense and carries a fine up to \$200 per day.

Can my sign be internally lit?

Internally lit signs are allowed in the B-1, B-3, M-1, and M-2 Districts. Freestanding signs in those districts must have an opaque background. External lighting is allowed in the P-1 and B-2 Districts.

Do window signs require a permit?

Yes. Window signs displaying the business name, logo, image, or information visible through the glass to attract customer attention have to be permitted. Signs advertising sales or promotions can be exempt. The advertisement cannot use the business name as a way to circumvent the sign ordinance.

RESOURCES

Contact the Business Navigator staff located at Hartsville City Hall, 100 E Carolina Ave. for all questions and application assistance at 843.383.3025.

The City of Hartsville sign ordinance can be accessed through municode.com or hartsvillesc.gov.

FREESTANDING SIGNS

P-1: 1 sign, maximum area of 8 sq. ft., contains business information, cannot be internally lighted, height of 8 ft. Maximum; Multiple tenants; 12 sq. ft.

B-1: 1 sign, maximum area of 8 sq. ft., maximum height of 8 ft.; multiple tenants – 1 sign, maximum area of 12 sq. ft. and maximum height of 8 ft.

B-2: 1 sign, maximum area of 12 sq. ft. and maximum height of 8 ft. Multiple tenants/shopping centers – 1 sign, maximum area of 16 sq. ft. and maximum height of 8 ft.

B-3, M-1, M-2: 1 sign, maximum area of 30 sq. ft. and maximum height of 8 ft. Ground mounted, monument style sign. Maximum total sign including the base, sign, and surrounding structure shall be 40 sq. ft.



WALL SIGNS



B-1: Sign area: one and half (1 1/2) times the linear foot of the building frontage, not to exceed 20% of the building area façade.

B-2, B-3, M-1, M-2: Sign area: two (2) sq. ft. times

the linear foot of the building frontage and not exceed six (6) in. beyond wall surface or project above the roofline of the building(s). Service/delivery entrances half (1/2) sq. ft. times the linear foot of building frontage up to 25 sq. ft. One (1) service or delivery entrance sign per business.

PROJECTING SIGNS



B-1: 1 sign per business, maximum area of 10 sq. ft. Sign cannot extend more than 6 ft. from the building façade or closer than 2 ft. from any curb-line. Minimum clearance of 8 ft.

from ground level to lowest point of sign and a maximum height of 12 ft. above ground.

B-2: Maximum of 8 sq. ft. with a minimum clearance of 8 ft. Sign cannot extend more than 5 ft. from building front or closer than 2 ft. from the curb-line.

B-3, M-1, M-2: Maximum of 10 sq. ft. with a minimum clearance of 10 ft. Sign cannot extend more than 6 ft. from building front or closer than 2 ft. from the curb-line.

AWNING/CANOPY SIGNS

B-1: Awning: The bottom of sign must be at least 8 ft. above sidewalk or grade, and extend no closer than 3 ft. from the curb. Canopy: The bottom of sign shall have a minimum clearance of 10 ft. above sidewalk or grade, and extend no closer than 3 ft. from the curb.

